



WXYZ

ORDER

Print Date 10/02/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision **305672 /**

Original Date / Revision
07/24/12 10/02/12

Advertiser **Citizens for Affordable Qual**

Agency **New Media Firm**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product

Citizens for Affordable Quality Hon

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1540 Week 4**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	71	\$60,010.00	\$70,600.00	0.00	10/01/12	10/15/12	71	\$60,010.00	\$70,600.00
Totals	71	\$60,010.00	\$70,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WXYZ	10/09/12	10/15/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- 1111--		4				\$150.00		0.00			
		Week: 10/15/12	10/21/12	1-----		1				\$150.00		0.00			
E 2	WXYZ	10/10/12	10/12/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- 1- 1--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-- 1- 1--		2				\$400.00		0.00			
E 3	WXYZ	10/09/12	10/15/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00



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Contract / Revision **305672** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 07/24/12/ 10/02/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1540 Week 4**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WXYZ	10/09/12	10/15/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1111--					4	\$900.00		0.00			
		Week: 10/15/12	10/21/12	1-----					1	\$900.00		0.00			
E 4	WXYZ	10/13/12	10/13/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$250.00		0.00			
E 5	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$350.00		0.00			
E 6	WXYZ	10/13/12	10/13/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$350.00		0.00			
E 7	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$350.00		0.00			
E 8	WXYZ	10/14/12	10/14/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$350.00		0.00			
E 9	WXYZ	10/09/12	10/15/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1111--					4	\$500.00		0.00			
		Week: 10/15/12	10/21/12	1-----					1	\$500.00		0.00			
E 10	WXYZ	10/09/12	10/15/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11-1---	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-1---					2	\$400.00		0.00			
		Week: 10/15/12	10/21/12	1-----					1	\$400.00		0.00			
E 11	WXYZ	10/09/12	10/15/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1111--					4	\$500.00		0.00			
		Week: 10/15/12	10/21/12	1-----					1	\$500.00		0.00			
E 12	WXYZ	10/10/12	10/12/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--1-1--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--1-1--					2	\$900.00		0.00			
E 13	WXYZ	10/09/12	10/15/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-1---	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-1---					2	\$1,000.00		0.00			
		Week: 10/15/12	10/21/12	1-----					1	\$1,000.00		0.00			
E 14	WXYZ	10/10/12	10/12/12	6p News 6-630pm M-F	CM	6-630pm M-F	--1-1--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

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Contract / Revision **305672** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 07/24/12/ 10/02/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1540 Week 4**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WXYZ	10/10/12	10/12/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- 1- 1--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1- 1--					2	\$1,200.00		0.00			
E 15	WXYZ	10/09/12	10/15/12	7p News M-F 7-730p	CM	7-730pm M-F	11- 1- ---	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1- 1- ---					2	\$1,200.00		0.00			
Week:		10/15/12	10/21/12	1- - - - -					1	\$1,200.00		0.00			
E 16	WXYZ	10/13/12	10/13/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	- - - - - S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S-					1	\$1,000.00		0.00			
E 17	WXYZ	10/14/12	10/14/12	Early News Su Su 6-630p	CM	6-630pm Sun	- - - - - S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S					1	\$750.00		0.00			
E 18	WXYZ	10/10/12	10/12/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-- 1- 1--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1- 1--					2	\$1,800.00		0.00			
E 19	WXYZ	10/09/12	10/15/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	11- 1- 1-	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1- 1- 1-					3	\$2,000.00		0.00			
Week:		10/15/12	10/21/12	1- - - - -					1	\$2,000.00		0.00			
E 20	WXYZ	10/09/12	10/15/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111- -	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1111- -					4	\$750.00		0.00			
Week:		10/15/12	10/21/12	1- - - - -					1	\$750.00		0.00			
E 21	WXYZ	10/09/12	10/15/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M	11111- -	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1111- -					4	\$250.00		0.00			
Week:		10/15/12	10/21/12	1- - - - -					1	\$250.00		0.00			
E 22	WXYZ	10/09/12	10/15/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111- -	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1111- -					4	\$150.00		0.00			
Week:		10/15/12	10/21/12	1- - - - -					1	\$150.00		0.00			
E 23	WXYZ	10/13/12	10/13/12	SA 1130p-1230a SA Greys	CM	1130pm-1230am	- - - - - S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S-					1	\$250.00		0.00			
E 24	WXYZ	10/14/12	10/14/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	- - - - - S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S					1	\$550.00		0.00			
E 25	WXYZ	10/15/12	10/15/12	Monday Prime C Castle	CM	10-11pm Monday	M- - - - -	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WXYZ	10/15/12	10/15/12	Monday Prime C Castle	CM	10-11pm	Monday M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	M-----	1		\$5,000.00	0.00							
E 26	WXYZ	10/09/12	10/09/12	Tuesday Prime C Private Practice	CM	10-11pm	Tuesday -T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	-T-----	1		\$5,000.00	0.00							
E 27	WXYZ	10/11/12	10/11/12	Thursday Prime A Last Resort	CM	8-9pm	Thursday ---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	---T---	1		\$4,000.00	0.00							
E 28	WXYZ	10/12/12	10/12/12	Friday Prime C 20/20	CM	10-11pm	Friday ----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	----F--	1		\$4,000.00	0.00							
E 29	WXYZ	10/13/12	10/13/12	ABC Saturday Night Football ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	-----S-	1		\$3,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/08/12-10/14/12		ABC Saturday Night Football		SA 8pm-1130pm	-----Sa--	:30		(\$3,000.00)		0.00	NM		
See MG 29.2															
[NASCAR]															
2	WXYZ	10/13/12-10/13/12		NASCAR		730-1130pm	(7:30 PM-11:30 PM)-----Sa--	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 29.1 10/13															
E 30	WXYZ	10/14/12	10/14/12	Sunday Prime C Revenge	CM	9-10pm	Sunday -----S	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	-----S	1		\$5,000.00	0.00							
Totals														71	\$70,600.00